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## **ABSTRACT**

Aspects for achieving efficient file transfer and traffic management in a digital media distributor system are presented. The aspects include a central site server, at least one local traffic system, and an Internet file server (IFS) coupled between the central site server and the at least one local traffic system. The IFS acts as an intermediary between the central site and the at least one local traffic system, wherein the IFS supports file transfer in both directions between the central site and the at least one local traffic system.